AMENDMENTS TO THE CLAIMS

- At time of the Action: Claims 1-56
- Amended Claims: 1, 6, 17, 21, 31, 44, 50, and 54
- Canceled Claims: Claims 4 and 5
- After this Response: Claims 1-3 and 6-56

The following listing of claims replaces all prior versions and listings of claims in the application.

1. **(Currently Amended)** A control-based content pricing system, comprising:

a content server configured to distribute a media content to a client device in response to a request from the client device to receive the media content;

the content server further configured to distribute an advertisement with the media content by prepending the advertisement to the media content before the media content and the advertisement are distributed to the client device;

a valuation application located on the content server and configured to allocate a cost to the client device for the media content that is distributed, wherein the cost is a direct function of a user viewing interaction based on a view control input received during a playback of the media content requested;

the content server further configured to receive a view control input from the client device after the media content and the advertisement have been distributed to the client device indicating how the media content and the advertisement ~~is~~ are to be rendered, wherein the view control input comprises a navigation control to determine whether the advertisement is rendered for viewing;

the valuation application further configured to adjust the cost allocated for the media content according to the view control input and how the media content was rendered on the client device, when the view control input is the navigation control to advance past the advertisement, such that the advertisement is not rendered for viewing, then the valuation application increases the cost, and when the view control input is the navigation control to render the advertisement for viewing, then the valuation application decreases the cost; and

an advertisement log located on the content server and configured to track if the advertisement is rendered for viewing by the client device based on the view control input received or a base time-line based on rendering both the media content and the advertisement on the client device.

2. (Previously Presented) A control-based content pricing system as recited in claim 1, wherein the content server is further configured to receive the view control input as a first command to select a first property of the media content being rendered and to receive the view control input as a second command to select a second property of the media content being rendered, and wherein the valuation application is further configured to decrease the cost according to a decrease in distribution cost of the media content having the first property content compared to the media content having the second property.

3. (Previously Presented) A control-based content pricing system as recited in claim 1, wherein the valuation application is further configured to adjust the cost based on whether the advertisement was rendered for viewing, the cost being adjusted based on the control view input and a base time-line, the base time-line including a media content duration and an advertisement duration.

4. (Canceled)

5. (Canceled)

6. **(Currently Amended)** A control-based content pricing system as recited in claim 1, wherein the content server is further configured to receive the view control input as a command to render both the advertisement and the media content for viewing, and wherein the valuation application is further configured to decrease the cost in response to the view control input to render both the advertisement and the media content for viewing.

7. (Original) A control-based content pricing system as recited in claim 1, wherein the content server is further configured to distribute the media content as a first media stream and, in response to the view control input, distribute the media content as a second media stream to render the media content according the view control input, and wherein the valuation application is further configured to adjust the cost based on the second media stream.

8. (Original) A control-based content pricing system as recited in claim 1, wherein the content server is further configured to receive the view control input as a command to end distribution of the media content to the client device, and wherein the valuation application is further configured to decrease the cost in response to a distribution end of the media content.

9. (Original) A control-based content pricing system as recited in claim 1, wherein the content server is further configured to receive the view control input as a

command to replay a portion of the media content being rendered, and wherein the valuation application is further configured to increase the cost in response to the replay command.

10. (Original) A control-based content pricing system as recited in claim 1, wherein the content server is further configured to receive the view control input as a command to advance the media content being rendered, and wherein the valuation application is further configured to increase the cost in response to the advance command.

11. (Original) A control-based content pricing system as recited in claim 1, wherein the content server is further configured to: distribute the media content as a first media stream; receive the view control input as a command to replay a portion of the media content being rendered; distribute the media content as a second media stream to render the media content according the view control input; and wherein the valuation application is further configured to increase the cost based on the second media stream.

12. (Original) A control-based content pricing system as recited in claim 1, wherein the content server is further configured to: distribute the media content as a first media stream; receive the view control input as a command to advance the media content being rendered; distribute the media content as a second media stream to render the media content according the view control input; and wherein the valuation application is further configured to increase the cost based on the second media stream.

13. (Original) A control-based content pricing system as recited in claim 1, wherein the content server is further configured to distribute an advertisement with the media content, and log whether the advertisement is rendered for viewing based on the view control input.

14. (Original) A control-based content pricing system as recited in claim 1, wherein the content server is further configured to distribute an advertisement with the media content, and log whether the advertisement is rendered for viewing based on a duration that corresponds to rendering both the advertisement and the media content.

15. (Original) A control-based content pricing system as recited in claim 1, wherein the content server is further configured to: distribute an advertisement with the media content; receive the view control input as a command to render the advertisement for viewing; and log that the advertisement was rendered for viewing.

16. (Original) A control-based content pricing system as recited in claim 1, wherein the content server is further configured to: distribute the media content as a first media stream; receive the view control input as a command to pause distribution of the media content to the client device; receive a second view control input from a second client device to resume distribution of the media content from a point at which the media content was paused; distribute the media content as a second media stream to the second

client device; and wherein the valuation application is further configured to increase the cost based on the second media stream.

17. **(Currently Amended)** A digital video content server, comprising:

a valuation application configured to allocate a cost to a client device for distribution of a video content to the client device from the digital video content server, wherein an advertisement is prepended to the video content before the video content and the advertisement are distributed to the client device;

the valuation application further configured to adjust the cost allocated for the video content if the advertisement is rendered for viewing by the client device, wherein adjustment of the cost is a direct function of a user viewing interaction based on a view control input received during a playback of the video content, and the cost is determined by a base time-line based on rendering both the video content and the advertisement on the client device.

18. (Original) A digital video content server as recited in claim 17, further configured to increase the cost in response to a content navigation input received from the client device to advance past the advertisement such that the advertisement is not rendered for viewing.

19. (Original) A digital video content server as recited in claim 17, further configured to decrease the cost in response to a content navigation input received from the client device to render the advertisement for viewing.

20. (Original) A digital video content server as recited in claim 17, further configured to decrease the cost in response to a content navigation input received from the client device to render both the advertisement and the video content for viewing.

21. (Currently Amended) A control-based content pricing system, comprising:

a client device configured to:

request media content from a content server;

receive the media content with an advertisement from the content server, wherein the advertisement is prepended to the media content at the content server;

initiate rendering the media content;

receive a view control input that indicates how the media content is to be rendered, wherein the view control input comprises a navigation control to determine whether the advertisement is rendered for viewing; and

communicate the view control input to the content server via a communication control channel, the view control input providing a basis to adjust a cost allocated to the client device for the media content.

22. (Previously Presented) A control-based content pricing system as recited in claim 21, wherein the client device is further configured to receive the view control input as a first command to select a first property of the media content being rendered and to receive the view control input as a second command to select a second property of the

media content being rendered, and wherein the valuation application is further configured to decrease the cost according to a decrease in distribution cost of the media content having the first property content compared to the media content having the second property.

23. (Previously Presented) A control-based content pricing system as recited in claim 21, wherein the cost allocated to the client device is adjusted based on whether the advertisement is rendered for viewing, the cost being adjusted based on the control view input and a base time-line, the base time-line including a media content duration and an advertisement duration.

24. (Previously Presented) A control-based content pricing system as recited in claim 21, wherein the cost allocated to the client device is adjusted to zero if the advertisement is rendered for viewing.

25. (Previously Presented) A control-based content pricing system as recited in claim 21, wherein the cost allocated to the client device is increased if the view control input is a command to advance past the advertisement such that the advertisement is not rendered for viewing.

26. (Previously Presented) A control-based content pricing system as recited in claim 21, wherein the cost allocated to the client device is decreased if the view control input is a command to render the advertisement for viewing.

27. (Original) A control-based content pricing system as recited in claim 21, wherein the client device is further configured to receive the view control input as a command to replay a portion of the media content being rendered, and wherein the cost allocated to the client device is increased in response to the replay command.

28. (Original) A control-based content pricing system as recited in claim 21, wherein the client device is further configured to receive the view control input as a command to advance the media content being rendered, and wherein the cost allocated to the client device is increased in response to the advance command.

29. (Original) A television-based system comprising the control-based content pricing system as recited in claim 21, wherein the client device is a television-based receiver configured to receive the media content as digital video.

30. (Original) A computing system comprising the control-based content pricing system as recited in claim 21, wherein the client device is a television-enabled computing device configured to receive the media content as digital video.

31. (Currently Amended) A method ~~having~~ using computer instructions embodied on a computer-readable medium and executable by a processor, the method comprising:

receiving a request from a client device to receive media content;

distributing the media content to the client device in response to receiving the request, wherein an advertisement is prepended to the media content before the media content and the advertisement are distributed to the client device;

receiving a view control input from the client device that indicates how the media content is to be rendered, wherein the view control input comprises a navigation control determining whether the advertisement is rendered for viewing;

allocating a cost for the media content that is distributed to the client device when distributing the media content to the client device, wherein the cost is a direct function of a user viewing interaction based on a view control input received during a playback of the media content; and

adjusting the cost according to the view control input and how the media content was rendered on the client device.

32. (Previously Presented) A method as recited in claim 31, further comprising distributing a reduced resolution media content to the client device in response to receiving the view control input as a first command to select a first property of the media content being rendered and to receive the view control input as a second command to select a second property of the media content being rendered, and wherein the valuation application is further configured to decrease the cost according to a decrease in distribution cost of the media content having the first property content compared to the media content having the second property.

33. (Previously Presented) A method as recited in claim 31wherein adjusting the cost includes adjusting the cost based on whether the advertisement is rendered for viewing, the cost being adjusted based on the control view input and a base time-line, the base time-line including a media content duration and an advertisement duration.

34. (Original) A method as recited in claim 31, wherein receiving the view control input includes receiving a content navigation input to advance past the advertisement, and adjusting the cost includes increasing the cost based on the advertisement not being rendered for viewing.

35. (Previously Presented) A method as recited in claim 31, wherein adjusting the cost includes decreasing the cost based on the advertisement being rendered for viewing.

36. (Original) A method as recited in claim 31, wherein receiving the view control input includes receiving a command to end distribution of the media content to the client device, and wherein adjusting the cost includes decreasing the cost in response to the distribution end of the media content.

37. (Original) A method as recited in claim 31, wherein receiving the view control input includes receiving a command to advance the media content, and wherein adjusting the cost includes increasing the cost in response to the command to advance the media content.

38. (Original) A method as recited in claim 31, wherein: distributing the media content includes distributing a first media stream to the client device; receiving the view control input includes receiving a command to advance the media content; adjusting the cost includes increasing the cost in response to the command to advance the media content; and the method further comprising distributing a second media stream to the client device to render the media content based on the view control input.

39. (Original) A method as recited in claim 31, wherein receiving the view control input includes receiving a command to replay a portion of the media content being rendered, and wherein adjusting the cost includes increasing the cost in response to the command to replay the portion of the media content.

40. (Original) A method as recited in claim 31, wherein: distributing the media content includes distributing a first media stream to the client device; receiving the view control input includes receiving a command to replay a portion of the media content being rendered; adjusting the cost includes increasing the cost in response to the command to replay the portion of the media content; and the method further comprising distributing a second media stream to the client device to render the media content based on the view control input.

41. (Previously Presented) A method as recited in claim 31, further comprising logging whether the advertisement is rendered for viewing based on the view control input.

42. (Previously Presented) A method as recited in claim 31, further comprising logging whether the advertisement is rendered for viewing based on a duration that includes rendering both the advertisement and the media content.

43. (Original) A method as recited in claim 31, wherein: distributing the media content includes distributing a first media stream to the client device; receiving the view control input includes receiving a command to pause distribution of the media content to the client device; adjusting the cost includes increasing the cost in response to the command to pause the media content; the method further comprising: receiving a second view control input from a second client device to resume distribution of the media content from a point at which the media content was paused; and distributing the media content as a second media stream to the second client device.

44. (Currently Amended) A method ~~having~~ using computer instructions embodied on a computer-readable medium and executable by a processor, the method comprising:

requesting media content on a client device from a content server;

receiving on the client device the media content with an advertisement from the content server, wherein the advertisement is prepended to the media content at the content server;

initiating rendering the media content on the client device;

receiving a view control input on the client device that indicates how the media content is to be rendered, wherein the view control input comprises a navigation control determining whether the advertisement is rendered for viewing; and

communicating the view control input from the client device to the content server to provide a basis to adjust an allocated cost for the client device for receiving the media content.

45. (Previously Presented) A method as recited in claim 44, wherein the cost allocated to the client device is adjusted based on whether the advertisement is rendered for viewing, the cost being adjusted based on the control view input and a base time-line, the base time-line including a media content duration and an advertisement duration.

46. (Previously Presented) A method as recited in claim 44, wherein: receiving the view control input includes receiving a command to advance past the advertisement such that the advertisement is not rendered for viewing; and communicating the view control input includes communicating the command to advance past the advertisement to provide a basis to increase the allocated cost.

47. (Previously Presented) A method as recited in claim 44, wherein: receiving the view control input includes receiving a command to render the advertisement for viewing; and communicating the view control input includes communicating the command to render the advertisement to provide a basis to decrease the allocated cost.

48. (Original) A method as recited in claim 44, wherein receiving the view control input includes receiving a command to replay a portion of the media content being rendered, and wherein communicating the view control input includes communicating the replay command to provide a basis to increase the allocated cost.

49. (Original) A method as recited in claim 44, wherein receiving the view control input includes receiving a command to advance the media content being rendered, and communicating the view control input includes communicating the advance command to provide a basis to increase the allocated cost.

50. (Currently Amended) One or more computer readable storage media comprising computer executable instructions that, when executed, direct a media content server to:

distribute media content to a client device in response to a request from the client device to receive the media content, wherein an advertisement is prepended to the media content before the media content and the advertisement are distributed to the client device;

receive a view control input from the client device that indicates how the media content is to be rendered;

allocate a cost for the media content that is distributed to the client device when the media content is distributed to the client device, wherein the cost is a direct function of a user viewing interaction based on a view control input received during a playback of the media content; and

adjust the cost according to the view control input and how the media content was rendered on the client device.

51. (Previously Presented) One or more computer-readable storage media as recited in claim 50, further comprising computer executable instructions that, when executed, direct the media content server to adjust the cost based on whether the advertisement is rendered for viewing, the cost being adjusted based on the control view input and a base time-line, the base time-line including a media content duration and an advertisement duration.

52. (Previously Presented) One or more computer-readable storage media as recited in claim 50, further comprising computer executable instructions that, when executed, direct the media content server to increase the cost in response to a view control input to advance the media content.

53. (Previously Presented) One or more computer-readable storage media as recited in claim 50, further comprising computer executable instructions that, when

executed, direct the media content server to increase the cost in response to a view control input to replay a portion of the media content.

54. (Currently Amended) One or more computer readable storage media comprising computer executable instructions that, when executed, direct a television-based receiver to:

receive media content requested from a content server, wherein an advertisement is prepended to the media content at the content server;

initiate rendering the media content;

receive a view control input that indicates how the media content is to be rendered, wherein the view control input comprises a navigation to determine whether the advertisement is rendered for viewing; and

communicate the view control input to the content server to provide a basis to adjust an allocated cost for the television-based receiver for receiving the media content.

55. (Previously Presented) One or more computer-readable storage media as recited in claim 54, further comprising computer executable instructions that, when executed, direct the television-based receiver to: receive the view control input to advance past the advertisement such that the advertisement is not rendered for viewing; and communicate the view control input to the content server to provide a basis to increase the allocated cost.

56. (Previously Presented) One or more computer-readable storage media as recited in claim 54, further comprising computer executable instructions that, when executed, direct the television-based receiver to: receive the view control input to render the advertisement for viewing; and communicate the view control input to the content server to provide a basis to decrease the allocated cost.